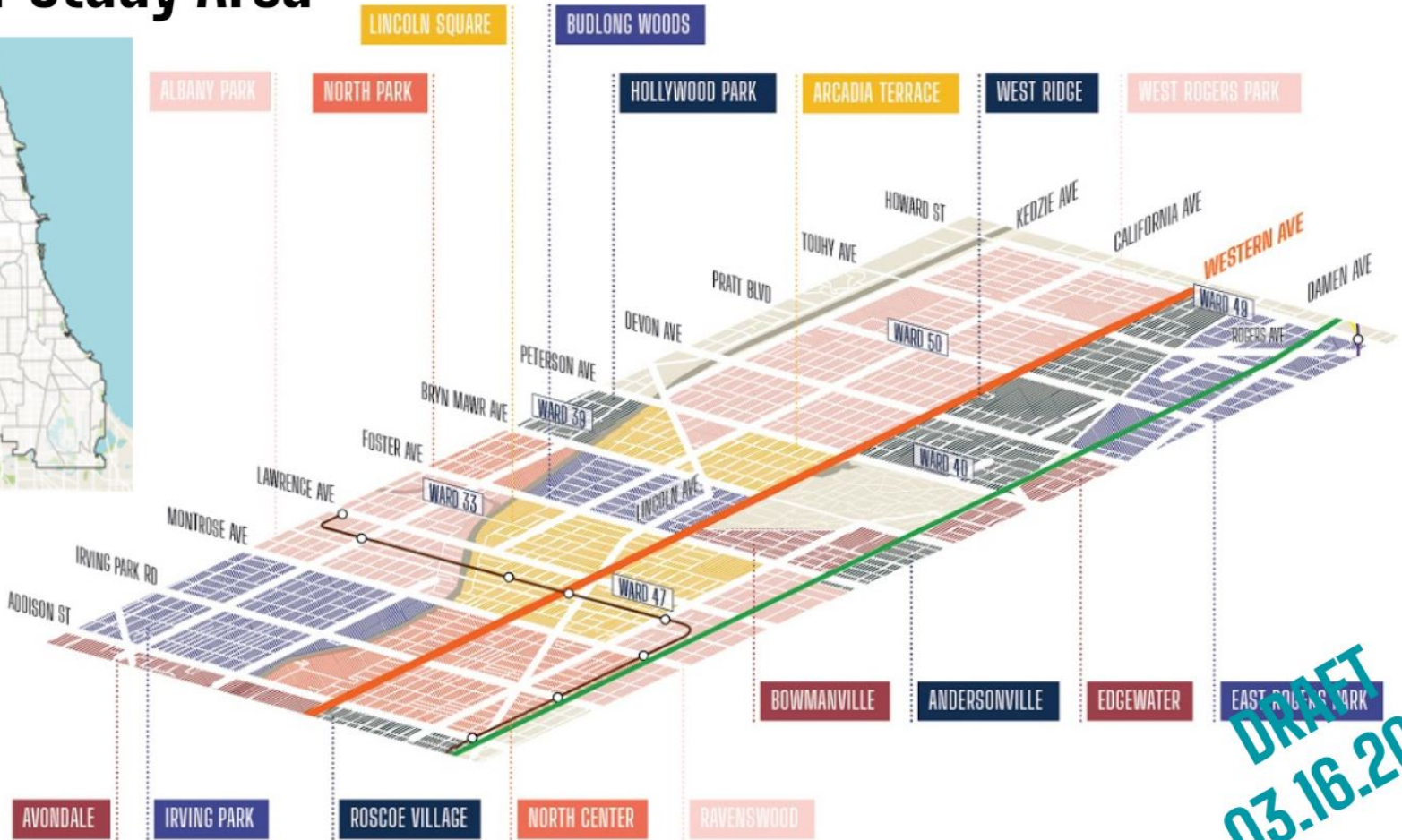


Focus Group Goals

- Informal, candid **conversation**
- Gather **feedback and insight** towards key themes to inform a community-led vision for this corridor
- Identify **missing perspectives or aspects** from the study or engagement process

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Corridor Study Area



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Initial Study Goals

The study aims to analyze and identify the potential to:

- + Increase **density** where appropriate and identify to what degree density should be increased.
- + Promote a **greater mix of land uses**.
- + Improve how development **relates to the surrounding community**.
- + Enhance the **pedestrian experience and safety** along the five-mile stretch of the corridor, while maintaining the corridor as a main arterial street.



63rd and Cottage Grove Neighborhood Hub (SOM)

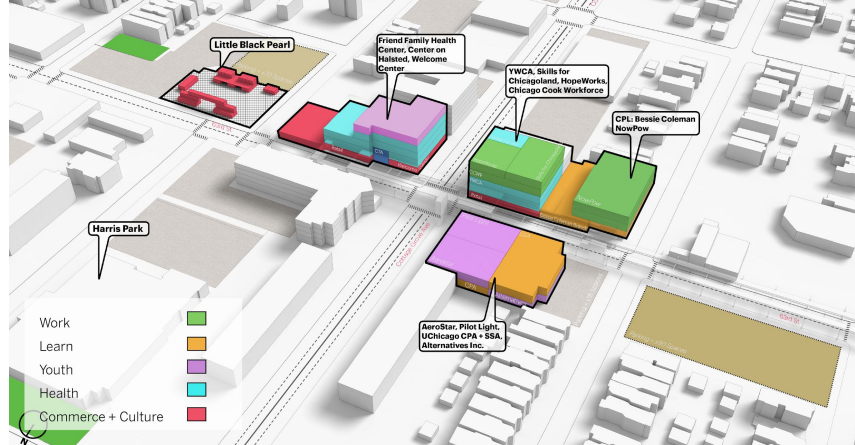


East Jefferson Corridor Enhancement Plan
(Sam Schwartz)

Expected Study Deliverables

The final document will be a report that presents:

- + **Long-term vision** for the corridor that will include **future land use, zoning, development, and infrastructure recommendations**
 - + Opportunity sites for future development
 - + Public realm improvements
 - + Mobility improvements
- + **Design guidelines** along the corridor
- + **Resource Reference Guide** for stakeholders



Western Avenue Corridor Study Timeline

2020

2021

dec jan feb mar apr may jun jul aug sep oct



Phase 1:
Review and Analysis

Phase 2:
Principles, Strategies, and Concepts

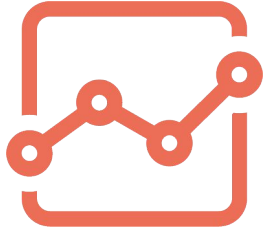
Phase 3:
Refinement and Documentation

● Deliverable Milestone ○ Engagement Milestone

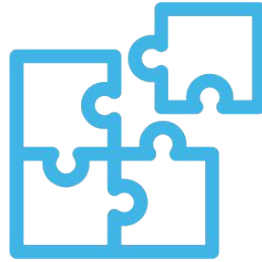
We are here

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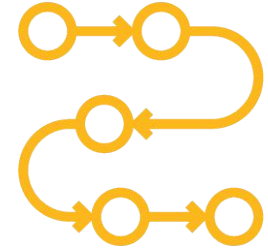
Participation Principles: The Corridor



We will **envision the long-term future** grounded in data-driven and feasible strategies.



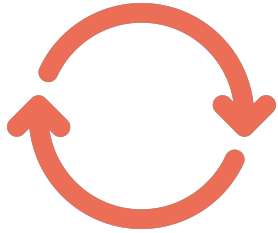
We will create a **collective vision** for Western Avenue that acknowledges the **diverse conditions** of the entire five-mile corridor from Addison to Howard.



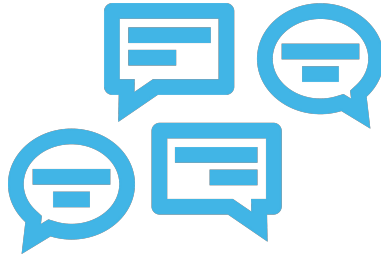
We will develop a cohesive, long-term roadmap that is the **first of many steps** toward change--Implementation will entail future projects with their own processes.

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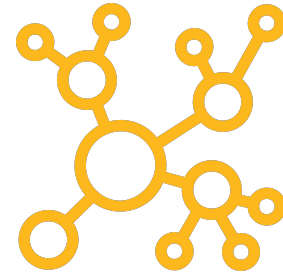
Participation Principles: The Conversation



We will be **transparent** by sharing relevant information, ideas, and concerns with one another.



We will seek **inclusion** by **listening to as many voices as possible** while embracing productive tensions and respectful disagreements.



We will **communicate in good faith**, in a spirit of collaboration and mutual respect.

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Focus Group Structure

- Please share feedback on behalf of yourself as well as your community or organization
- Please be conscious of how much time you and others are speaking—we want to hear from everyone
- Please do not record any portion of this meeting to allow others to speak freely
- The planning team is taking notes for their own records and may request clarification
- Feedback will be reported in aggregate (themes), no quotes will be attributed without permission

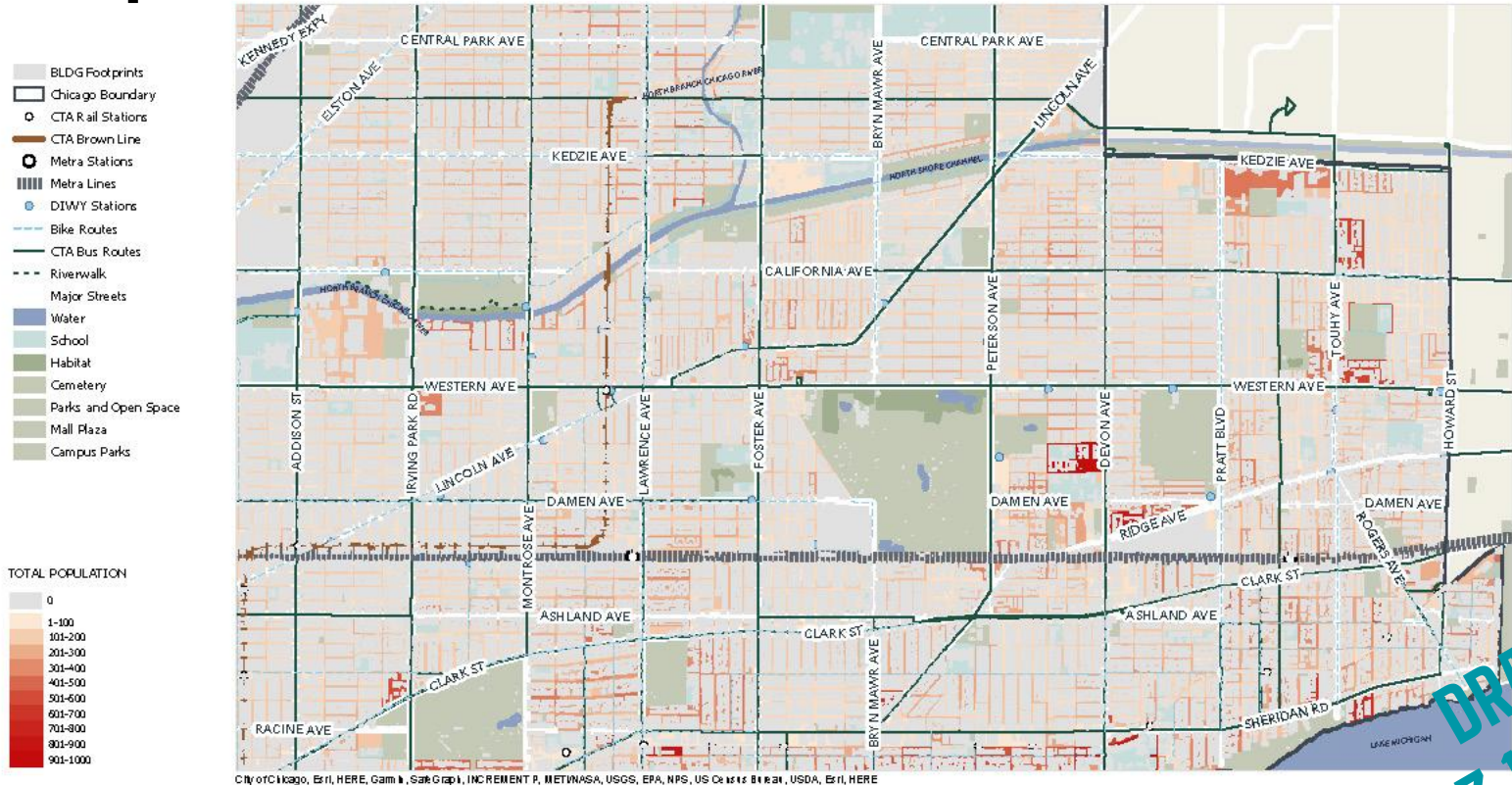




CONTEXT



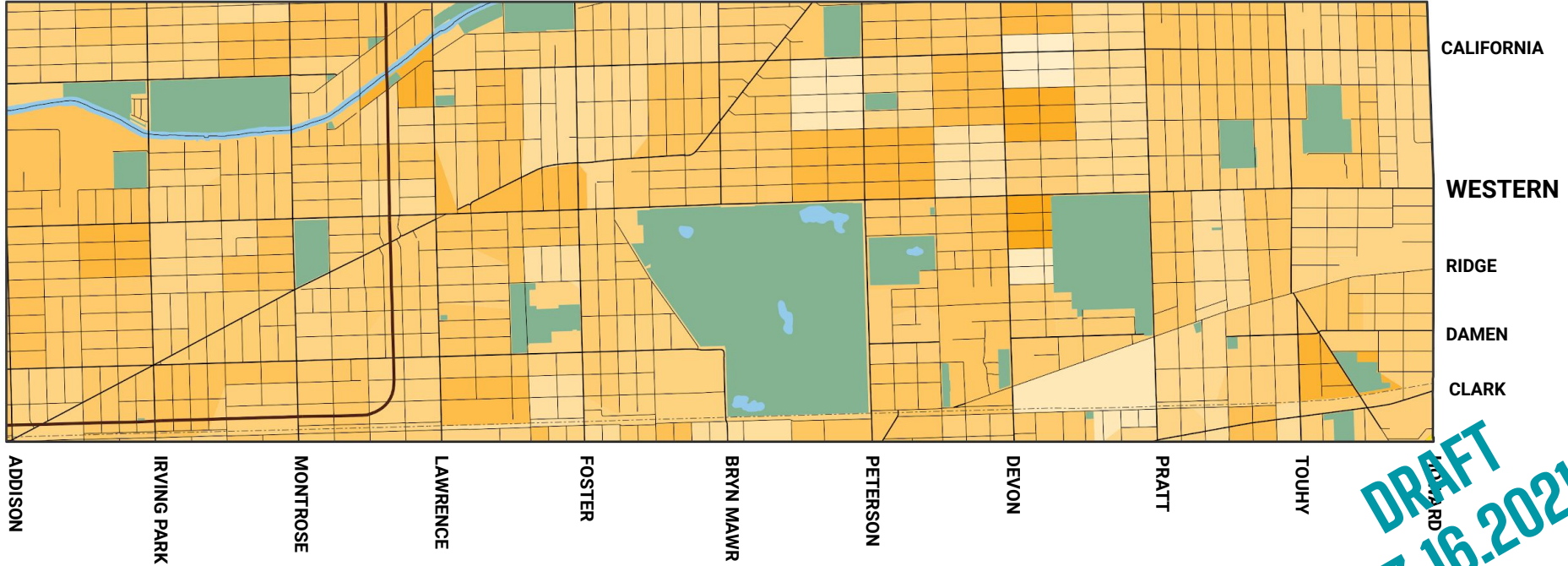
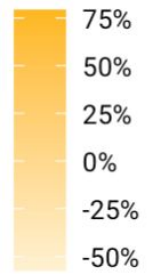
Total Population



City of Chicago, Esri, HERE, Garmin, Swire, IGN, Intermap, Inc, INCREMENT P, NOAA, USGS, EPA, NPS, US Census Bureau, USDO, Esri, HERE

Population Growth, 2010 to 2019

2010 Census, 2019 5-year ACS

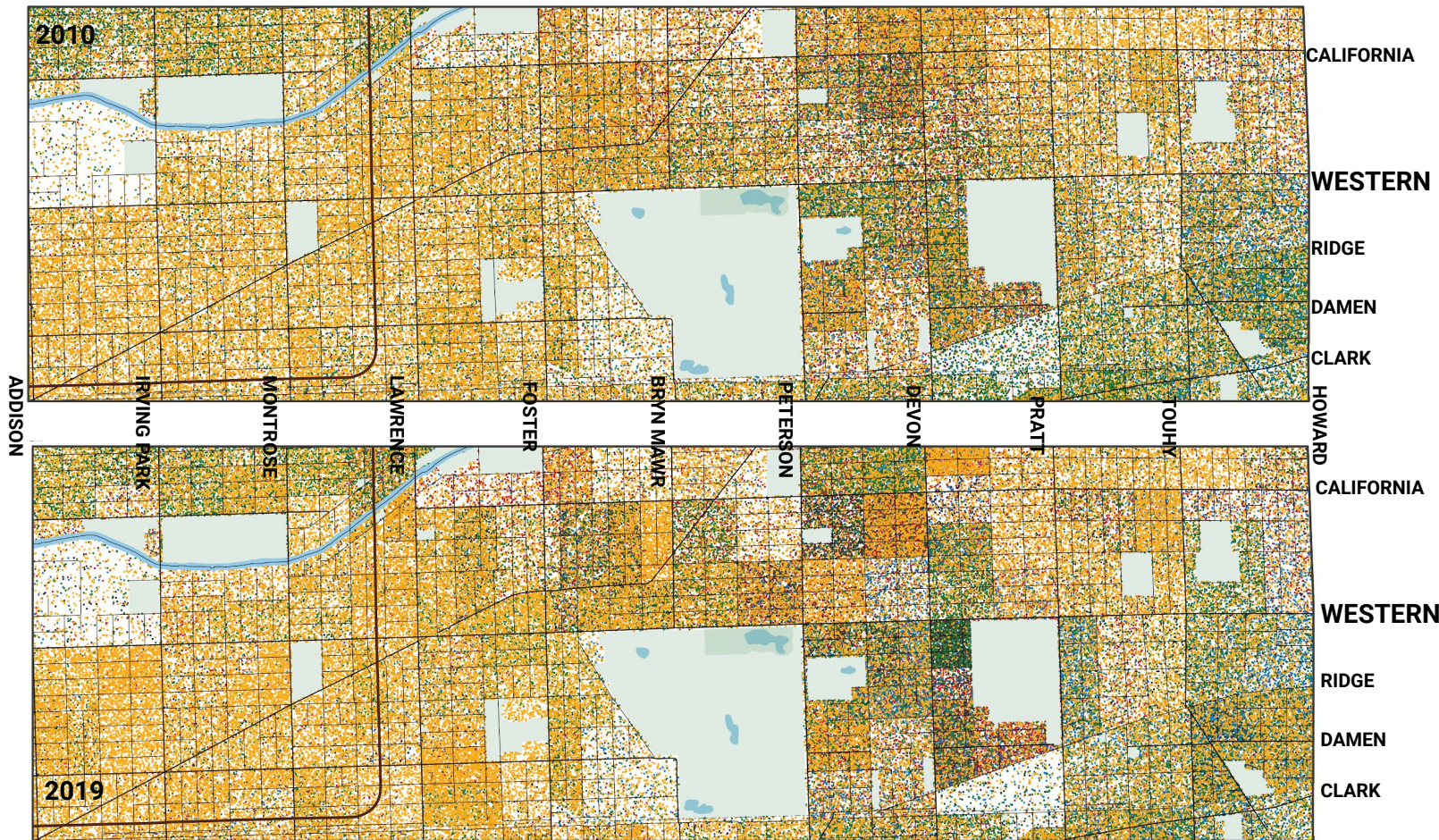


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Race and Ethnicity, 2010 vs. 2019

2010 Census, 2019 5-year ACS

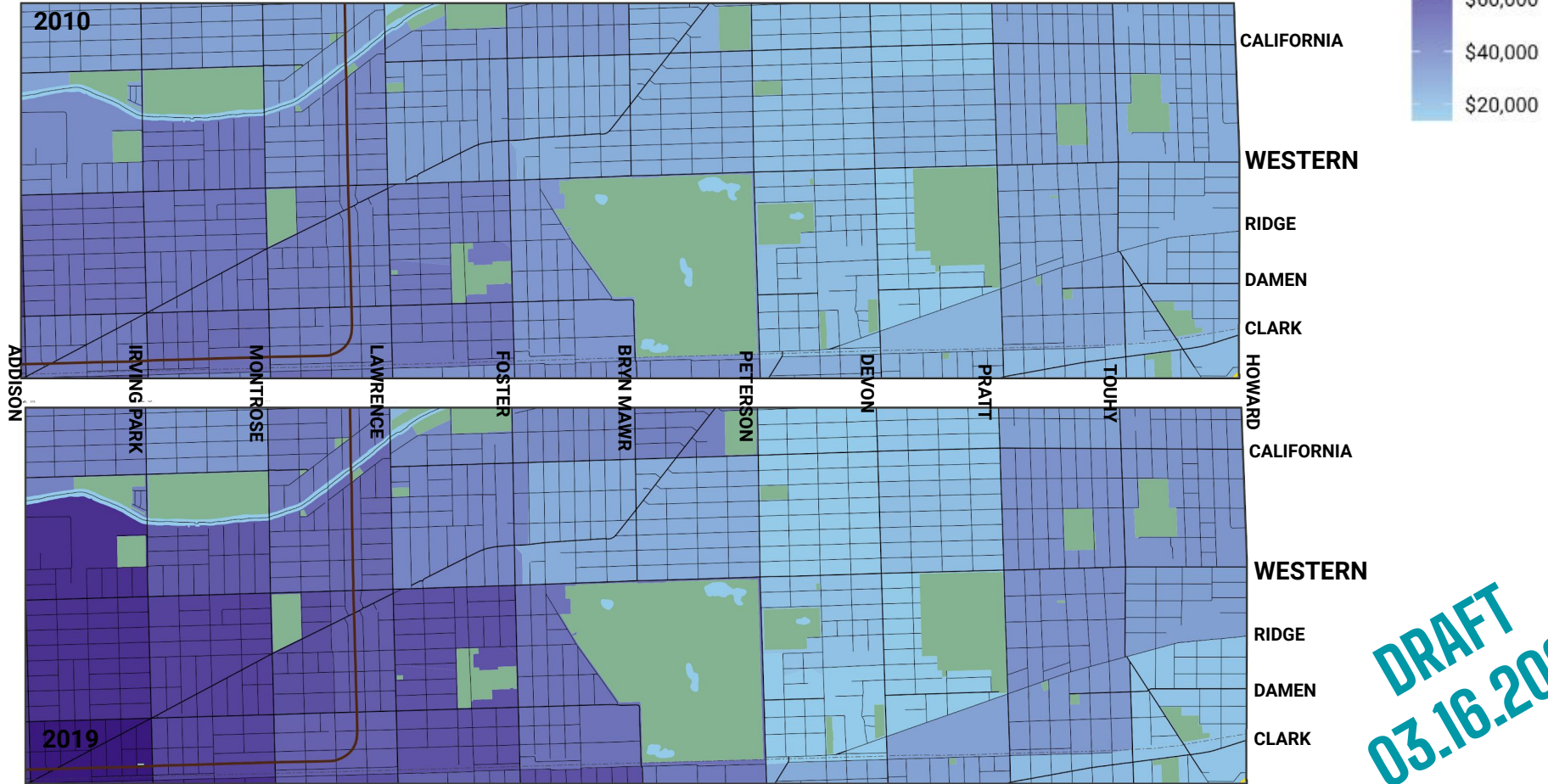
- Asian
- Black
- Hispanic
- Other
- White



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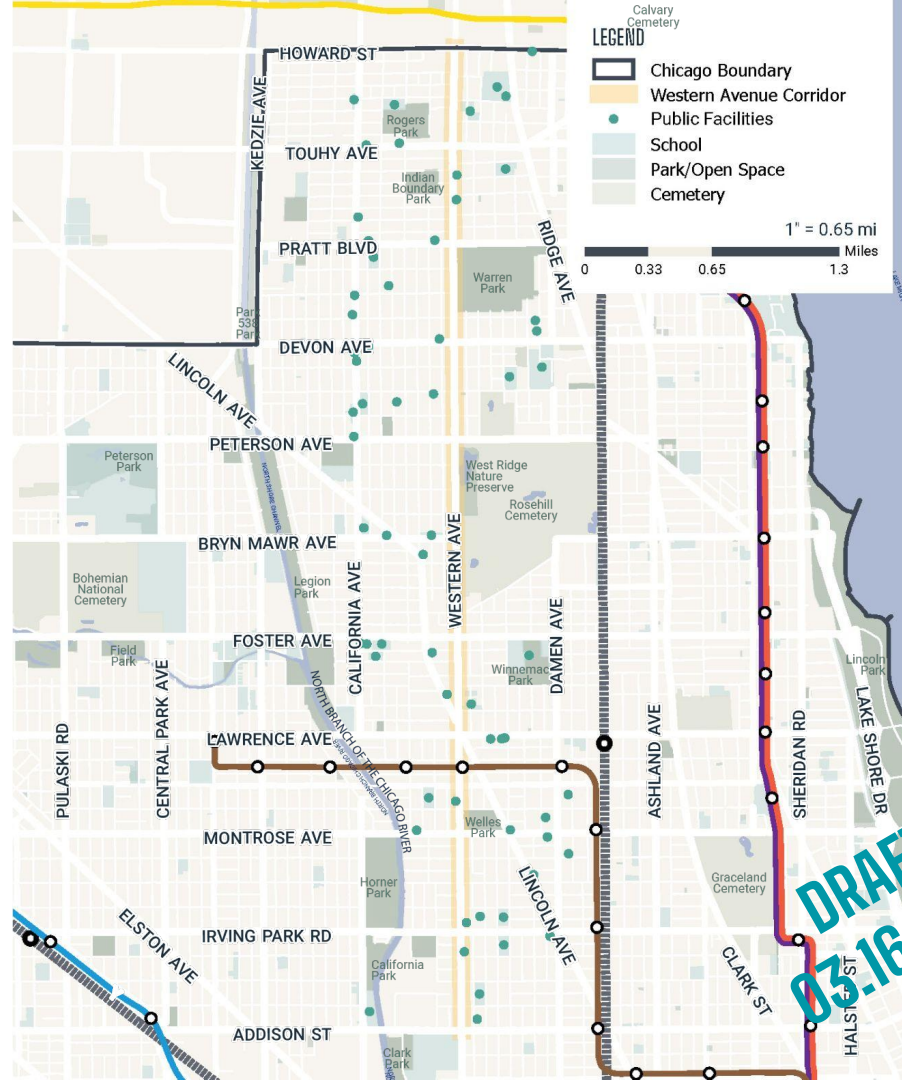
Income per Capita, 2010 vs. 2019

2010 Census, 2019 5-year ACS



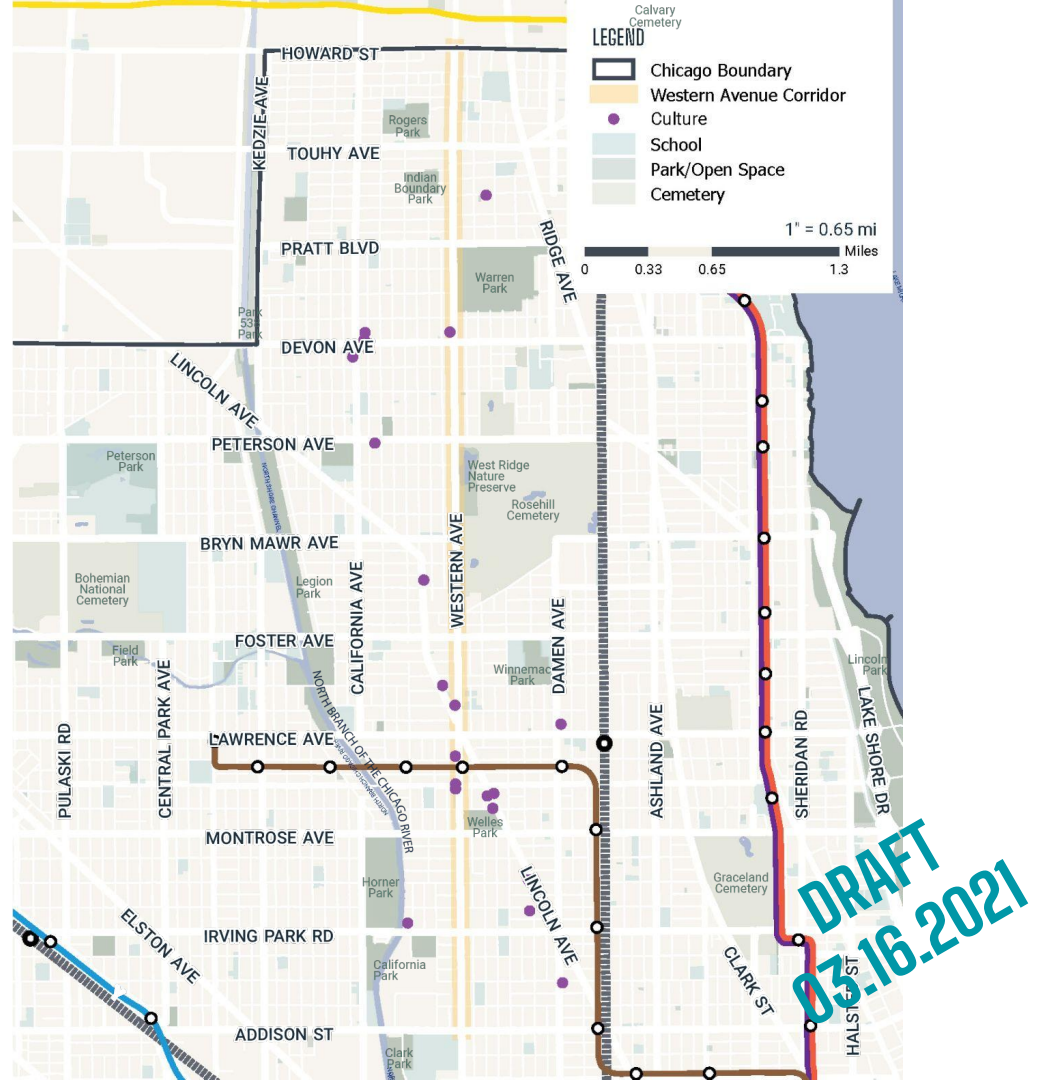
Public Facilities

- **Public facilities attract large numbers of people** through the week and meet a spectrum of community needs.
- **Employees, students and visitors are also an important part of the catchment for businesses** in the corridor and can provide support for nearby retail and food activity.
- There are also **overlaps with cultural programming audiences**.



Cultural Hubs

- Cultural facilities can **serve neighboring residential communities and become destinations for wider audiences.**
- Cultural facilities can play an important role in **supporting nearby business activities by attracting customers** to their locations.
- The **success of cultural facilities and businesses is linked to a supportive setting**, including a mix of other activities and a high-quality public realm.



Religious Institutions

- Religious institutions are an important part of the **fabric and community life** of the corridor.
- Religious institutions can help **support nearby business clusters.**



Sport & Recreation

- There is a wide range of sports and recreation facilities throughout the corridor that **attract a wide range of users and meet a spectrum of community needs.**



What we've heard so far...

- **Transit access, public parks, and local restaurants** are the top three things that make Western special or unique. Responses varied by geography:
 - Southern half: Restaurants, Shopping, Schools
 - Northern half: Community services, Libraries, Parks
- Top challenges are **vacant stores, lack of trees, and unsafe bicycling**. Responses varied by age:
 - Young adults: Accessibility, bus stops, gentrification, the environment, narrow sidewalks, and unsafe bicycling
 - Middle to older adults: Trees, landscape, safety, traffic, trash, and vacant stores
- Steering Committee priorities: safer /more attractive pedestrian and transit environment, leveraging diversity, equitable development
- Youth Council priorities: recreation, open spaces, art

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Discussion



Discussion Topics: Arts, Culture, & Identity

- **Cultural hubs along the corridor**

- How would you describe the identity of Western Avenue, either for the full five miles, or for the section of this corridor you know best?
- What do you imagine the future identity to be?
- Where and what are some of the key cultural hubs along Western Ave? Examples: ethnic, arts, historical, etc.

- **Demographic trends and their potential impact on these existing hubs**

- How have these cultural hubs already changed recently?
- How do we expect demographic and population trends to further impact cultural hubs?
- Might there be completely new cultural hubs or transitions to a different type of cultural hub?

- **Short-term and longer-term interventions to support sustainable culture and identity for sub-areas along the corridor**

- Examples: clustering uses, incentives, partnerships, public realm investments, connections, access, zoning/policy changes, etc.
- Where and how can art and artists be supported along the corridor?
- What changes to policy, physical environment, investments, etc. can be made?
- Who are the primary partners for making these changes?
- What resources exist (or should exist) to support them?

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